

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP10/12 15.35  
\*\*\* WFLA-TV \*\*\*

REP. #	OFF. #	SALESMAN #
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BUYER NAME BETSY VONDERHEID

SALES PRSN WA- MEGHAN MCGARR (H)

	CLASS:	NATL.	LOCAL	REGIONAL
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(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP10/12	15.35
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ALL LN'S ZERO'D OUT  
NEW TTL \$0  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

VERN BUCHANAN FOR CONGRESS

3

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 23	AGENCY EST# = 130
AGENCY PRODUCT CODE = 48	

1					
S	100P-200P	30	\$200.00	9/25	FD-14
				0	

PROGRAM :	DAYS OF OUR LIVES
RA35+ :	1.1
CON COM1:	DAYS OF OUR LIVES

2	S	1000A-1100A	30	\$80.00	9/25	9/28	0	TU-F	0
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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1: DAYTIME
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FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP10/12 15.35  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/25	9/28	0		TU-F	0
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/25	9/28	0		TU-F	0
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/25	9/28	0		TU-F	0
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/25	9/28	0		TU-F	0
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/25	9/28	0		TU-F	0
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/25	9/28	0		TU-F	0
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/25	9/28	0		TU-F	0
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/25	9/28	0		TU-F	0

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HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP10/12 15.35  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/25	9/28	0		TU-F	0
12	S		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/25	9/28	0		TU-F	0
13	S		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/25	9/28	0		TU-F	0
14	S		700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	9/25	9/28	0		TU-F	0
15	S		730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	9/25	9/28	0		TU-F	0
16	S		900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	9/25	9/28	0		TU-F	0
17	S		800P-900P PROGRAM : AGT RA35+ : 8.6 CON COM1: AGT	30		\$4,500.00	10/1	10/1	0		MON	0
18	S		1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	9/29	9/29	0		SAT	0

SEP10/12 15.35  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1200N-100P	30		\$75.00	9/29	9/29	0		SAT	0
PROGRAM : RA35+ : 0.8 CON COM1:												
20	S		600P-630P	30		\$350.00	9/29	9/29	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1: NEWS												
21	S		700P-800P	30		\$325.00	9/29	9/29	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1: ET												
22	S		700A-900A	30		\$250.00	9/29	9/29	0		SAT	0
PROGRAM : RA35+ : 2.0 CON COM1: SA TODAY												
23	S		900A-1000A	30		\$150.00	9/29	9/29	0		SAT	0
PROGRAM : RA35+ : 2.1 CON COM1:												
24	S		1200N-100P	30		\$75.00	9/30	9/30	0		SUN	0
PROGRAM : RA35+ : 0.5 CON COM1:												
25	S		600P-630P	30		\$375.00	9/30	9/30	0		SUN	0
PROGRAM : RA35+ : 3.6 CON COM1: NEWS												
26	S		800A-900A	30		\$250.00	9/30	9/30	0		SUN	0
PROGRAM : RA35+ : 1.8 CON COM1: SU TODAY												

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
SEP10/12 15.35  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1: NFL	30		\$6,000.00	9/30	9/30	0		SUN	0
28	S		900A-1000A PROGRAM : RA35+ : 1.8 CON COM1: -	30		\$150.00	9/30	9/30	0		SUN	0
29	S		1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1: LATE NEWS	30		\$625.00	9/25	10/1	0		TU-M	0
30	S		100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES	30		\$200.00	10/1	10/1	0		MON	0
31	S		1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME	30		\$80.00	10/1	10/1	0		MON	0
32	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	10/1	10/1	0		MON	0
33	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	10/1	10/1	0		MON	0
34	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	10/1	10/1	0		MON	0

REP HEADLINE# 6162073 TRF# E:120614  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP10/12 15.35  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	10/1	10/1	0		MON	0
36	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	10/1	10/1	0		MON	0
37	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	10/1	10/1	0		MON	0
38	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	10/1	10/1	0		MON	0
39	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	10/1	10/1	0		MON	0
40	S		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	10/1	10/1	0		MON	0
41	S		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	10/1	10/1	0		MON	0
42	S		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	10/1	10/1	0		MON	0

REP HEADLINE# 6162073 TRF# E:120614  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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43	S		700A-900A	30		\$450.00	10/1	10/1	0		MON	0
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												

44	S		730P-800P	30		\$500.00	10/1	10/1	0		MON	0
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												

45	S		900A-1000A	30		\$275.00	10/1	10/1	0		MON	0
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												

SEP/12 \$ .00 OCT/12 \$ .00 CONTRACT TOTAL \$ .00  
 TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Srcp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 763 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	0	Campaign Ref:	E:120614018
Buyer:	FL	Client/Product/Estimate:	23 /48 /130	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06162073
Est/PO Number:	06162073	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Tue-Mon Week	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/24	10/01	Total	Cost
2	M-F 10a Daytime .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30 Comme	Nbr of Spots Closed PR	1		1	
4	M-F 11a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
11	M-F 6p News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	1		1	
12	M-F 6a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	1		1	
13	M-F 7p Entertainment Tonight .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
16	M-F 730p Extra .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
24	M-Su 11p News	06		30	Nbr of Spots				
Weekly Totals:						32	6	38	
Total Spots(Ord Spots)						32	6	38	
Closed PR									



**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 763 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 0	<b>Campaign Ref:</b> E:120614018
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 23 /48 /130	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162073
<b>Est./PO Number:</b> 06162073	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/24	10/01	Total	Cost
28	M-F 10a Daytime TWTFSS, Isolations: W/C 10/01 M.....	06		30 Comme	Closed PR Nbr of Spots	5		5	
30	M-F 11a News M.....	06		30 Comme	Closed PR Nbr of Spots		2	2	
39	M-F 7p Entertainment Tonight M.....	06		30 Comme	Closed PR Nbr of Spots		1	1	
41	M-F 730p Extra M.....	06		30 Comme	Closed PR Nbr of Spots		1	1	
<b>Weekly Totals:</b> Total Spots(Ord Spots)						32	6	38	
Closed PR									

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 10a Daytime	:30 Commercial	09/24/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614018
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614018
4	M-F 11a News	:30 Commercial	09/24/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614018
11	M-F 6p News	:30 Commercial	09/24/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120614018
12	M-F 6a News	:30 Commercial	09/24/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614018
13	M-F 7p Entertainment Tonight	:30 Commercial	09/24/12	Closed Pre Emption	0.00	.09/25, 10/01, 10/02	0000167915	E:120614018
15	M-F 730p Extra	:30 Commercial	09/24/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120614018
24	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	3,125.00	No Makegood / Credit	0000000000	E:120614018
28	M-F 10a Daytime	:30 Commercial	10/01/12	Closed Pre Emption	160.00	No Makegood / Credit	0000000000	E:120614018

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
30	M-F 11a News	:30 Commercial	10/01/12	Closed Pre Emption	80.00	No Makegood / Credit	0000000000	E:120614018
39	M-F 7p Entertainment Tonight	:30 Commercial	10/01/12	Closed Pre Emption	0.00	10/01, 10/02	0000167991	E:120614018
41	M-F 730p Extra	:30 Commercial	10/01/12	Closed Pre Emption	500.00	09/25, 10/01, 10/02	0000167915	E:120614018
						No Makegood / Credit	0000000000	E:120614018

Grand Totals

		Month 9 Weeks: 5		Month 10 Weeks: 4	
		09/24		10/01	
Spots	Totals	0		0	
Cost		0		0	

Grand Totals:

Spots:	0
Gross Total:	0.00
Commission:	0.00
Net Total:	0.00

REP HEADLINE# 6162073  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
MAY31/12 12.2  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID.

201 N. UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6162073 CLASS: NATL. LOCAL REGIONAL

PRDCT TUE-MON WEEK EST#130 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY31/12 12.20

REP: NEW ORDER  
TTL \$54,775 @155X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
VERN BUCHANAN FOR CONGRESS

4400 \$ 1450

8/21/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 23  
AGENCY PRODUCT CODE = 48  
AGENCY EST# = 130

1			100P-200P	30		\$200.00	9/25	9/28	4		TU-F	4
PROGRAM : DAYS OF OUR LIVES												
RA35+ : 1.1												
CON COM1: DAYS OF OUR LIVES												

2			1000A-1100A	30		\$80.00	9/25	9/28	8		TU-F	8
PROGRAM : DAYTIME												
RA35+ : 1.8												
CON COM1: DAYTIME												

REP HEADLINE# 6162073  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 12.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/25	9/28	8		TU-F	8
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/25	9/28	8		TU-F	8
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/25	9/28	8		TU-F	8
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/25	9/28	8		TU-F	8
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/25	9/28	8		TU-F	8
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/25	9/28	8		TU-F	8
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/25	9/28	4		TU-F	4
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/25	9/28	4		TU-F	4

REP HEADLINE# 6162073  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET  
HARRIS REPORT FROM REP

FAX# 703-516-9680  
MAY31/12 12.2  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P	30		\$600.00	9/25	9/28	4		TU-F	4
	PROGRAM :		NEWS									
	RA35+ :		5.3									
	CON COM1 :		NEWS									
12			600A-700A	30		\$325.00	9/25	9/28	8		TU-F	8
	PROGRAM :		AM NEWS									
	RA35+ :		1.8									
	CON COM1 :		AM NEWS									
13			700P-730P	30		\$500.00	9/25	9/28	4		TU-F	4
	PROGRAM :		ET									
	RA35+ :		4.2									
	CON COM1 :		ET									
14			700A-900A	30		\$450.00	9/25	9/28	8		TU-F	8
	PROGRAM :		TODAY SHOW									
	RA35+ :		2.4									
	CON COM1 :		TODAY SHOW									
15			730P-800P	30		\$500.00	9/25	9/28	4		TU-F	4
	PROGRAM :		EXTRA									
	RA35+ :		3.4									
	CON COM1 :		EXTRA									
16			900A-1000A	30		\$275.00	9/25	9/28	8		TU-F	8
	PROGRAM :		TODAY SHOW 2									
	RA35+ :		1.8									
	CON COM1 :		TODAY SHOW 2									
17			800P-900P	30		\$4,500.00	10/1	10/1	1		MON	1
	PROGRAM :		AGT									
	RA35+ :		8.6									
	CON COM1 :		AGT									
18			1130P-100A	30		\$600.00	9/29	9/29	1		SAT	1
	PROGRAM :		SNL									
	RA35+ :		3.1									
	CON COM1 :		SNL									

*Booked voice*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	9/29	9/29	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1 : -												
20			600P-630P	30		\$350.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
21			700P-800P	30		\$325.00	9/29	9/29	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1 : ET												
22			700A-900A	30		\$250.00	9/29	9/29	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1 : SA TODAY												
23			900A-1000A	30		\$150.00	9/29	9/29	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1 : -												
24			1200N-100P	30		\$75.00	9/30	9/30	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1 : -												
25			600P-630P	30		\$375.00	9/30	9/30	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
26			800A-900A	30		\$250.00	9/30	9/30	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1 : SU TODAY												

REP HEADLINE# 6162073  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	9/30	9/30	1		SUN	1
	PROGRAM :		NFL									
	RA35+ :		11.6									
	CON COM1 :		NFL									
28			900A-1000A	30		\$150.00	9/30	9/30	2		SUN	2
	PROGRAM :											
	RA35+ :		1.8									
	CON COM1 :											
29			1100P-1130P	30		\$625.00	9/25	10/1	7		TU-M	7
	PROGRAM :		LATE NEWS									
	RA35+ :		3.0									
	CON COM1 :		LATE NEWS									
30			100P-200P	30		\$200.00	10/1	10/1	1		MON	1
	PROGRAM :		DAYS OF OUR LIVES									
	RA35+ :		1.1									
	CON COM1 :		DAYS OF OUR LIVES									
31			1000A-1100A	30		\$80.00	10/1	10/1	2		MON	2
	PROGRAM :		DAYTIME									
	RA35+ :		1.8									
	CON COM1 :		DAYTIME									
32			1130P-1230A	30		\$325.00	10/1	10/1	2		MON	2
	PROGRAM :		TONIGHT SHOW									
	RA35+ :		2.0									
	CON COM1 :		TONIGHT SHOW									
33			1100A-1200N	30		\$80.00	10/1	10/1	2		MON	2
	PROGRAM :		NEWS									
	RA35+ :		0.4									
	CON COM1 :		NEWS									
34			1200N-100P	30		\$100.00	10/1	10/1	2		MON	2
	PROGRAM :		TODAY 3									
	RA35+ :		0.5									
	CON COM1 :		TODAY 3									

SUN-1X MON-FRI

REP HEADLINE# 6162073  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	10/1	10/1	2		MON	2
36			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	10/1	10/1	2		MON	2
37			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	10/1	10/1	2		MON	2
38			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	10/1	10/1	1		MON	1
39			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	10/1	10/1	1		MON	1
40			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	10/1	10/1	1		MON	1
41			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	10/1	10/1	2		MON	2
42			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	10/1	10/1	1		MON	1



REP HEADLINE# 6162073  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 12.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43			700A-900A	30		\$450.00	10/1	10/1	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$500.00	10/1	10/1	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45			900A-1000A	30		\$275.00	10/1	10/1	2		MON	2
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
SEP/12			43005.00			OCT/12					11770.00	
CONTRACT TOTAL												54775.00
TOTAL SPOTS												155

MARKET TOTALS \$288,289 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ARE ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI  
 DEMOS- RA35+\*

Scp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 625 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	53325	Campaign Ref:	E:120614018
Buyer:	FL	Client/Product/Estimate:	23 /48 /130	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06162073
Est./PO Number:	06162073	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Tue-Mon Week	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			53325

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	200	30 Comme	Nbr of Spots 4		4	800
2	M-F 10a Daytime .TWTF..	80	30 Comme	Nbr of Spots 8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	325	30 Comme	Nbr of Spots 8		8	2600
4	M-F 11a News .TWTF..	80	30 Comme	Nbr of Spots 8		8	640
5	M-F 12p Today Show III .TWTF..	100	30 Comme	Nbr of Spots 8		8	800
6	M-F 2p Rachael Ray .TWTF..	125	30 Comme	Nbr of Spots 8		8	1000
7	M-F 3p Doctors .TWTF..	225	30 Comme	Nbr of Spots 8		8	1800
8	M-F 4p Dr Oz .TWTF..	300	30 Comme	Nbr of Spots 8		8	2400
Weekly Totals: Total Spots(Ord Spots)				118	28	146	

**Srcp Media**  
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 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



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 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53325	<b>Campaign Ref:</b> E:120614018
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 23 / 48 / 130	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162073
<b>Est./PO Number:</b> 06162073	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	Total	Cost
9	M-F 5p News .TWTF..	450	30 Comme	Nbr of Spots 4		4	1800
10	M-F 530p News .TWTF..	450	30 Comme	Nbr of Spots 4		4	1800
11	M-F 6p News .TWTF..	600	30 Comme	Nbr of Spots 4		4	2400
12	M-F 6a News .TWTF..	325	30 Comme	Nbr of Spots 8		8	2600
13	M-F 7p Entertainment Tonight .TWTF..	500	30 Comme	Nbr of Spots 4		4	2000
14	M-F 7a Today Show .TWTF..	450	30 Comme	Nbr of Spots 8		8	3600
15	M-F 730p Extra .TWTF..	500	30 Comme	Nbr of Spots 4		4	2000
16	M-F 9a Today Show II .TWTF..	275	30 Comme	Nbr of Spots 8		8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	Nbr of Spots 1		1	4500
18	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	600	30 Comme	Nbr of Spots 1		1	600
<b>Weekly Totals:</b>		<b>Total Spots(Ord Spots)</b>		118	28	146	

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**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 625 Issue 1



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**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53325	<b>Campaign Ref:</b> E:120614018
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 23 / 48 / 130	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162073
<b>Est/PO Number:</b> 06162073	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	Total	Cost
19	Sat 7p Entertainment Tonight .....S.	325	30 Comme	Nbr of Spots 1		1	325
20	Sun 6p News .....S	375	30 Comme	Nbr of Spots 1		1	375
21	Sun 8a Today Show .....S	250	30 Comme	Nbr of Spots 2		2	500
22	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	6000	30 Comme	Nbr of Spots 1		1	6000
23	Sun 9a News .....S	150	30 Comme	Nbr of Spots 2		2	300
24	M-Su 11p News TWTFSS, Isolations: W/C 10/01 M.....	625	30 Comme	Nbr of Spots 5		5	3125
25	M-Su Late News Late Run .....S	625	30 Comme	Nbr of Spots 1		1	625
26	M-Su 11p News M.....	625	30 Comme	Nbr of Spots 1		1	625
27	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots 1		1	200
28	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots 2		2	160
<b>Weekly Totals: Total Spots(Ord Spots)</b>				118	28	146	

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 Submission Number 625 Issue 1



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**PHONE (813) 228-8888**

**Original**

**Client:** Vern Buchanan/ R/ Congress/  
**Buyer:** FL  
**Schedule Dates:** 09/24/12 to 10/07/12  
**Est./PO Number:** 06162073

**Submission Cost:** 53325  
**Client/Product/Estimate:** 23 / 48 / 130  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120614018  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06162073  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	Total	Cost
29	M-F 1135p ET / 1035p CT Tonight Show M..... Comme	325	30	Nbr of Spots	2	2	650
30	M-F 11a News M..... Comme	80	30	Nbr of Spots	2	2	160
31	M-F 12p Today Show III M..... Comme	100	30	Nbr of Spots	2	2	200
32	M-F 2p Rachael Ray M..... Comme	125	30	Nbr of Spots	2	2	250
33	M-F 3p Doctors M..... Comme	225	30	Nbr of Spots	2	2	450
34	M-F 4p Dr Oz M..... Comme	300	30	Nbr of Spots	2	2	600
35	M-F 5p News M..... Comme	450	30	Nbr of Spots	1	1	450
36	M-F 530p News M..... Comme	450	30	Nbr of Spots	1	1	450
37	M-F 6p News M..... Comme	600	30	Nbr of Spots	1	1	600
38	M-F 6a News M..... Comme	325	30	Nbr of Spots	2	2	650
39	M-F 7p Entertainment Tonight M..... Comme	600	30	Nbr of Spots	1	1	600
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	118	28	146

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**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53325	<b>Campaign Ref:</b> E:120614018
<b>Buyer:</b> FL	<b>Client/Product/Estimate:</b> 23 /48 /130	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162073
<b>Est./PO Number:</b> 06162073	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	Total	Cost
40	M-F 7a Today Show M..... 450	30	Comme		2	2	900
41	M-F 730p Extra M..... 500	30	Comme		1	1	500
42	M-F 9a Today Show II M..... 275	30	Comme		2	2	550
<b>Weekly Totals: Total Spots(Ord Spots)</b>				118	28	146	

Grand Totals			
		Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01
Spots	146	118	28
Cost	53325	40930	12395

<b>Grand Totals:</b>		<b>Spots:</b> 146
		<b>Gross Total:</b> 53,325.00
		<b>Commission:</b> 7,998.75
		<b>Net Total:</b> 45,326.25